Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Withdrawn) A user interface comprising:

a plurality of selectable graphical elements, each of the graphical elements representing a respective attribute level of a product attribute;

a first area for presenting at least one of the plurality of selectable graphical elements that has been designated by a respondent as representing an unacceptable attribute level;

a second area for presenting one of the plurality of selectable graphical elements that has been designated by the respondent as representing a least-preferred attribute level; and

a third area for presenting one of the plurality of selectable graphical elements that has been designated by the respondent as representing a most-preferred attribute level.

2-12. (Canceled)

13. (Currently amended) A computer-implemented method for determining preference information ~~associated with a respondent and a product,~~ for a respondent, the method comprising:

accessing a computer memory storage system that stores information related to attributes that are characteristic of a type of product;

based on accessing the computer memory storage system, identifying attributes that are characteristic of the product from the computer memory storage system, each of the attributes identified from the computer memory storage system having different attribute levels that reflect different possible values for the attribute;

for each of multiple of the identified attributes that are characteristic of the product, causing a display of a graphical user interface that presents selectable indications of multiple different attributes levels for the attribute and that enables the respondent to provide feedback regarding the different attribute levels for the attribute, wherein:

the graphical user interface includes a region that is identified as corresponding to unacceptable attribute levels, a region that is identified as corresponding to a least-preferred attribute level, a region that is identified as corresponding to a most-preferred attribute level, and a region that is identified as corresponding to intermediately-preferred attribute levels, and

the graphical user interface is configured to:

enable the respondent to designate an attribute level for the attribute as an unacceptable attribute level for the attribute by selecting the selectable indication of the attribute level and dragging the selectable indication of the attribute level to the region of the graphical user interface identified as corresponding to unacceptable attribute levels for the attribute,

enable the respondent to designate an attribute level for the attribute as a least-preferred attribute level for the attribute by selecting the selectable indication of the attribute level and dragging the selectable indication of the attribute level to the region of the graphical user interface identified as corresponding to the least preferred attribute level for the attribute,

enable the respondent to designate an attribute level for the attribute as an intermediately preferred attribute level for the attribute by selecting the selectable indication of the attribute level and dragging the selectable indication of the attribute level to the region of the graphical user interface identified as corresponding to intermediately preferred attribute levels for the attribute, and

enable the respondent to designate an attribute level for the attribute as a most preferred attribute level for the attribute by selecting the selectable indication of the attribute level and dragging the selectable indication of the

attribute level to the region of the graphical user interface identified as corresponding to the most preferred attribute level for the attribute;

~~determining,~~ for each of ~~a plurality~~ the multiple attributes, receiving, as a result of respondent interaction with the selectable indications of attribute levels ~~associated with a product attribute, a classification of the~~ for the attribute ~~level as one of unacceptable, most preferred or least preferred;~~ presented in the graphical user interface, respondent supplied designations for different attribute levels of the attribute, including at least a least-preferred attribute level for the attribute and a most-preferred attribute level for the attribute;

causing the graphical user interface to request the respondent to identify, from among the multiple attributes, a group of attributes that represents attributes that are important to the respondent relative to other of the multiple attributes;

receiving, as a result of respondent interaction with the graphical user interface, indications of attributes, from among the multiple attributes, that the respondent identified as belonging to the group of attributes that are important to the respondent relative to other of the multiple attributes;

based on receiving the indications of attributes that the respondent identified as belonging to the group of attributes that are important to the respondent relative to other of the multiple attributes, sorting the multiple attributes into at least two different piles of attributes, the different piles being disjoint and a particular one of the piles including the attributes that the respondent identified as belonging to the group of attributes that are important to the respondent relative to other of the multiple attributes;

~~determining~~ causing the graphical user interface to present to the respondent indications of the attributes belonging to the particular pile that includes the attributes that the respondent identified as belonging to the group of attributes that more important to the respondent relative to other of the multiple attributes and to request the respondent to provide a ranked order of ~~a plurality of product~~ the attributes ~~including the product attribute;~~ belonging to the particular pile;

receiving, as a result of respondent interaction with the graphical user interface, an indication of a ranked order of the attributes belonging to the particular pile that includes the

attributes that the respondent identified as belonging to the group of attributes that are important to the respondent relative to other of the multiple attributes;

based on receiving the indication of the ranked order of the attributes belonging to the particular pile that includes the attributes that the respondent identified as belonging to the group of attributes that are important to the respondent relative to other of the multiple attributes, identifying a particular attribute as an attribute that is most important to the respondent;

for each attribute among a subset of the attributes belonging to the particular pile that includes the attributes that the respondent identified as belonging to the group of attributes that are important to the respondent relative to other of the multiple attributes, the subset excluding the most important attribute to the respondent and one or more other attributes belonging to the particular pile that includes the attributes that the respondent identified as belonging to the group of attributes that are important to the respondent relative to other of the multiple attributes, causing the graphical user interface to request the respondent to rate the importance of the difference between the respondent's least preferred attribute level for the attribute and the respondent's most preferred attribute level for the attribute relative to the difference between the respondent's least preferred attribute level for the most important attribute to the respondent and the respondent's most preferred attribute level for the most important attribute level to the respondent;

for each attribute of the subset of attributes, receiving, as a result of respondent interaction with the graphical user interface, an indication of the importance of the difference between the respondent's least preferred attribute level for the attribute and the respondent's most preferred attribute level for the attribute relative to the difference between the respondent's least preferred attribute level for the most important attribute to the respondent and the respondent's most preferred attribute level for the most important attribute to the respondent;

~~determining~~ for each attribute of the subset of attributes, assigning a relative importance ~~of one or more of the plurality of product attributes; and~~ value to the attribute based on the received indication of the importance of the difference between the respondent's least preferred attribute level for the attribute and the respondent's most preferred attribute level for the attribute

relative to the difference between the respondent's least preferred attribute level for the most important attribute to the respondent and the respondent's most preferred attribute level for the most important attribute to the respondent;

for each of several attributes that belong to the particular pile that includes the attributes that the respondent identified as belonging to the group of attributes that are important to the respondent relative to other of the multiple attributes but that are not included in the subset of attributes, assigning a relative importance value to the attribute based on the ranking of the attribute within the ranked order of the attributes;

~~determining~~ for each of at least some of the attribute levels of the attributes that belong to the particular pile that includes the attributes that the respondent identified as belonging to the group of attributes that are important to the respondent relative to other of the multiple attributes, calculating a part worth value ~~associated with an~~ for the attribute level ~~of the plurality of attributes based at least on a classification of~~ as a function of the respondent supplied designation for the attribute level and ~~on a determined~~ the relative importance ~~of the associated product attribute.~~ value assigned to the attribute to which the attribute level corresponds; and

causing the graphical user interface to display at least one of the calculated part worth values.

14-18. (Canceled)

19. (Currently amended) A device comprising:

a processor; and

a storage device in communication with the processor and storing instructions adapted to be executed by the processor to:

access a computer memory storage system that stores information related to attributes that are characteristic of a type of product;

based on accessing the computer memory storage system, identify attributes that are characteristic of the product from the computer memory storage system, each of the

attributes identified from the computer memory storage system having different attribute levels that reflect different possible values for the attribute;

for each of multiple of the identified attributes that are characteristic of the product, cause a display of a graphical user interface that presents selectable indications of multiple different attributes levels for the attribute and that enables the respondent to provide feedback regarding the different attribute levels for the attribute, wherein:

the graphical user interface includes a region that is identified as corresponding to unacceptable attribute levels, a region that is identified as corresponding to a least-preferred attribute level, a region that is identified as corresponding to a most-preferred attribute level, and a region that is identified as corresponding to intermediately-preferred attribute levels, and

the graphical user interface is configured to:

enable the respondent to designate an attribute level for the attribute as an unacceptable attribute level for the attribute by selecting the selectable indication of the attribute level and dragging the selectable indication of the attribute level to the region of the graphical user interface identified as corresponding to unacceptable attribute levels for the attribute,

enable the respondent to designate an attribute level for the attribute as a least-preferred attribute level for the attribute by selecting the selectable indication of the attribute level and dragging the selectable indication of the attribute level to the region of the graphical user interface identified as corresponding to the least preferred attribute level for the attribute,

enable the respondent to designate an attribute level for the attribute as an intermediately preferred attribute level for the attribute by selecting the selectable indication of the attribute level and dragging the selectable indication of the attribute level to the region of the graphical

user interface identified as corresponding to intermediately preferred attribute levels for the attribute, and

enable the respondent to designate an attribute level for the attribute as a most preferred attribute level for the attribute by selecting the selectable indication of the attribute level and dragging the selectable indication of the attribute level to the region of the graphical user interface identified as corresponding to the most preferred attribute level for the attribute;

~~determining,~~ for each of ~~a plurality~~ the multiple attributes, receive, as a result of respondent interaction with the selectable indications of attribute levels ~~associated with a product attribute, a classification of the~~ for the attribute ~~level as one of unacceptable, most preferred, least preferred, or intermediately preferred;~~ presented in the graphical user interface, respondent supplied designations for different attribute levels of the attribute, including at least a least-preferred attribute level for the attribute and a most-preferred attribute level for the attribute;

cause the graphical user interface to request the respondent to identify, from among the multiple attributes, a group of attributes that represents attributes that are important to the respondent relative to other of the multiple attributes;

receive, as a result of respondent interaction with the graphical user interface, indications of attributes, from among the multiple attributes, that the respondent identified as belonging to the group of attributes that are important to the respondent relative to other of the multiple attributes;

based on receiving the indications of attributes that the respondent identified as belonging to the group of attributes that are important to the respondent relative to other of the multiple attributes, sort the multiple attributes into at least two different piles of attributes, the different piles being disjoint and a particular one of the piles including the attributes that the respondent identified as belonging to the group of attributes that are important to the respondent relative to other of the multiple attributes;

~~determining~~ cause the graphical user interface to present to the respondent indications of the attributes belonging to the particular pile that includes the attributes that the respondent identified as belonging to the group of attributes that more important to the respondent relative to other of the multiple attributes and to request the respondent to provide a ranked order of ~~a plurality of product attributes;~~ the attributes belonging to the particular pile;

receive, as a result of respondent interaction with the graphical user interface, an indication of a ranked order of the attributes belonging to the particular pile that includes the attributes that the respondent identified as belonging to the group of attributes that are important to the respondent relative to other of the multiple attributes;

based on receiving the indication of the ranked order of the attributes belonging to the particular pile that includes the attributes that the respondent identified as belonging to the group of attributes that are important to the respondent relative to other of the multiple attributes, identify a particular attribute as an attribute that is most important to the respondent;

for each attribute among a subset of the attributes belonging to the particular pile that includes the attributes that the respondent identified as belonging to the group of attributes that are important to the respondent relative to other of the multiple attributes, the subset excluding the most important attribute to the respondent and one or more other attributes belonging to the particular pile that includes the attributes that the respondent identified as belonging to the group of attributes that are important to the respondent relative to other of the multiple attributes, cause the graphical user interface to request the respondent to rate the importance of the difference between the respondent's least preferred attribute level for the attribute and the respondent's most preferred attribute level for the attribute relative to the difference between the respondent's least preferred attribute level for the most important attribute to the respondent and the respondent's most preferred attribute level for the most important attribute level to the respondent;

for each attribute of the subset of attributes, receive, as a result of respondent interaction with the graphical user interface, an indication of the importance of the difference between the respondent's least preferred attribute level for the attribute and the respondent's most preferred attribute level for the attribute relative to the difference between the respondent's least preferred attribute level for the most important attribute to the respondent and the respondent's most preferred attribute level for the most important attribute to the respondent;

~~determining~~ for each attribute of the subset of attributes, assign a relative importance ~~of one or more of the plurality of product attributes; and~~ value to the attribute based on the received indication of the importance of the difference between the respondent's least preferred attribute level for the attribute and the respondent's most preferred attribute level for the attribute relative to the difference between the respondent's least preferred attribute level for the most important attribute to the respondent and the respondent's most preferred attribute level for the most important attribute to the respondent;

for each of several attributes that belong to the particular pile that includes the attributes that the respondent identified as belonging to the group of attributes that are important to the respondent relative to other of the multiple attributes but that are not included in the subset of attributes, assign a relative importance value to the attribute based on the ranking of the attribute within the ranked order of the attributes;

~~determining~~ for each of at least some of the attribute levels of the attributes that belong to the particular pile that includes the attributes that the respondent identified as belonging to the group of attributes that are important to the respondent relative to other of the multiple attributes, calculate a part worth value ~~associated with an~~ for the attribute level ~~of the plurality of attributes based at least on a classification of~~ as a function of the respondent supplied designation for the attribute level and ~~on a determined~~ the relative importance ~~of the associated product attribute.~~ value assigned to the attribute to which the attribute level corresponds; and

cause the graphical user interface to display at least one of the calculated part worth values.

20-24. (Canceled)